

Docket No. 13-0301  
SRK 1.07( C)  
Costs - 12-0293 Potentially Comparable Disallowed Costs

Line #	Voucher #	Amount \$	Invoice #	Date	1) Explain why the expense is necessary for the distribution of electricity;	2) Identify any ratepayer benefits;	3) Provide the rationale for recovery of this expense from ratepayers;	4) Explain why 930.2 (Misc Gen Exps) vs 909 (Advertising)	5) Identify the specific Section 9-225(3) advertising category Ameren is claiming;	6) Identify the specific message this expense was to convey;	7) Identify the targeted audience;	8) Identify the means or method in which the message was conveyed.
	(a)	(b)	(c)	(d)	e	f	g	h	i	j	k	l
1	1541516	\$ 6,157	43171	04/11/2012	Develop media and messaging for communicators meeting	Communications clear and consistent internally, so customers communications are then clear and consistent.	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements	Internal messaging	Internal departments: Corporate Communications and AIC Team CPR	Internal discussion and meetings
2	1644340	2,092	44519	08/07/2012	Finalize media for 3rd quarter media buy	Consistent and clear messaging for all coworkers and customers	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	Media plan included messaging in categories a and c	Media plan included ads covering Smart Grid, Safety, Storm Preparedness and Energy Efficiency	Finalizing the media plan included Corp Communications and AIC Team CPR	Internal discussion and meetings
3	1643197	4,905	43904	06/20/2012	Finalize digital strategy reviewing metrics	Messaging on website pages are consistent, accurate, clear and A.com and AIC.com aligned.	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Website metrics and planning. Not related to specific external advertisements.	Website pages are consistent	Internal departments: Corporate Communications and AIC Team CPR	Internal discussion and meetings
4	1619717	4,080	44196	07/12/2012	Review digital metrics	Messaging on website pages are consistent, accurate, clear and A.com and AIC.com aligned.	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Website metrics and planning. Not related to specific external advertisements.	Website pages are consistent	Internal departments: Corporate Communications and AIC Team CPR	Internal discussion and meetings
5	1598043	1,813	43846	06/14/2012	Organize past HR culture material, provide AIC status updates	HR materials meet diverse coworker audience needs	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements	N\A	AIC and HR	Internal discussion and meetings
6	1498043	2,790	42633	02/10/2012	Develop plan including research, digital strategy, marketing strategy and copywriting	Communications clear and consistent internally, so customers communications are then clear and consistent.	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements	Internal messaging	Internal departments: Corporate Communications and AIC Team CPR	Internal discussion and meetings

7	1498048	6,583	42603	02/08/2012	Print of 300 large truck decals for IL	Recognize AIC personnel and equipment	Re-order truck decals	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	Part 295(g)	Customer recognizes AIC vehicles versus other contractors.	AIC Customers	Signage on AIC equipment
8	1521934	6,583	42966	03/13/2012	Provide ActOnEnergy.com analytics and develop photo archiving	Effective and efficient messaging for energy efficiency	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	a), e), & i)	N\A	ActOnEnergy.com readers	Website
9	1734543	5,391	46488	11/31/2012	Design and produce word marks for internal departments	Recognize AIC personnel	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements	Internal messaging	Internal departments	Email and displays
10	1598038	752	43850	06/14/2012	Design templates for internal groups	Recognize AIC personnel	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements	Internal messaging	Internal departments	Email and displays
11	1734536	1,472	46436	11/30/2012	Design safety logo to increase co-worker awareness of new initiatives	Safety awareness and reduced accidents saves dollars	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements	Safety awareness	Internal departments	Email, displays, and booklets
12	1501738	6,476	42638	02/13/2012	Corporate support for research and consulting on marketing efforts	Agree to disallow	AEM support, including account management, marketing consultation, layout and design, art direction, and copywriting	Agree to disallow	Not related to specific external advertisements	Internal messaging	Internal departments	Email and displays
13	1671553	1,754	45110	09/14/2012	Update the Methane to Megawatts educational TV message	Messaging for energy efficiency	Legitimate and ordinary business expenses associated with AIC's communications	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	a), e), & i)	Renewable sources of electricity are available to AIC customers	Customers building or using renewable energy	Video on website
14	1619711	26	44191	07/12/2012	Final invoice for clean coal messaging project.	Understanding coal's impact of electricity costs. AIC does report sources of electricity on a monthly basis.	Bill for card stock paper and flash drive	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	b) quarterly environmental disclosure	Sources of electricity as reported quarterly	Customers selecting AIC as RES	PowerPoint for discussion

15	1574754	8,343	43493	05/18/2012	PowerPoint presentation on clean coal research to be presented by CEO.	Understanding coal's impact of electricity costs. AIC does report sources of electricity on a monthly basis.	Washington University clean coal research, including meetings, developing discussion guides, conducting interviews, developing a plan and strategy document, research on funding models, developing a PPT	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	b) quarterly environmental disclosure	Sources of electricity as reported quarterly	Customers selecting AIC as RES	PowerPoint for discussion
16	1498045	5,565	42626	02/10/2012	Completed speech for CEO to economic development group.	Learn about Ameren's support of economic development in greater St. Louis area	Copywriting, creative direction, layout and design of PPT slides for executive presentation to regional economic development group, RCGA.	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements to substantial number of public or consumers	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	PowerPoint for discussion
17	1498050	3,047	42625	02/10/2012	Completed speech for CEO to economic development group.	Learn about Ameren's support of economic development in greater St. Louis area	Copywriting, creative direction, layout and design of PPT slides for executive presentation to Washington University.	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements to substantial number of public or consumers	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	PowerPoint for discussion
18	1521930	368	42958	03/13/2012	Completed speech for CEO to economic development group.	Learn about Ameren's support of economic development in greater St. Louis area	Copywriting, creative direction, layout and design of PPT slides for executive presentation to Washington University.	Legitimate and ordinary business expenses associated with AIC's communications	Not related to external advertisements to substantial number of public or consumers	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	PowerPoint for discussion
19	1734539	2,706	46484	11/30/2012	Complete design and production of holiday cards.	Agree to disallow	Copywriting, creative direction, layout and design and production of holiday cards	Agree to disallow	Not related to external advertisements to substantial number of public or consumers			Direct Mail
20	1598039	5,399	43849	06/14/2012	Develop print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	develop a schedule and print ad for regional business publications aimed at educating the audience on Ameren's Economic Impact	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine
21	1644341	268	44520	08/07/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	finalize the ad and schedule for initial placement of the business print ad	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine

22	1721607	435	46072	11/14/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	revise and resize print ads for placement of educational messaging for business audiences	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine
23	1690982	535	45597	10/09/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	revise and resize print ads for placement of educational messaging for business audiences	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine
24	1619718	284	44197	07/12/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	finalize the ad and schedule for initial placement of the business print ad	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine
25	1644375	4,636	44384	07/31/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	Place and schedule print ad - St. Louis Business Journal	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine
26	1734522	4,636	45477	09/21/2012	Place print ad educating and describing Ameren's diversity support in service area.	Learn about Ameren's support of economic development in greater St. Louis area	Place and schedule print ad - St. Louis Business Journal	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine
27	1734523	686	45699	10/19/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	Place and schedule print ad - St. Louis Business Journal	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine
28	1734524	10,352	46208	11/27/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	Place and schedule print ad - St. Louis Business Journal	Legitimate and ordinary business expenses associated with AIC's communications. This expense also could have been charged to Account 909.	i) other	Educational message on Ameren's support for economic development in service area	Greater St. Louis area	Print ad in magazine

29	1734525	<u>1,345</u>	46210	11/27/2012	Place print ad educating and describing Ameren's economic impact of service area.	Learn about Ameren's support of economic development in greater St. Louis area	Place and schedule print ad - This expense also could have been charged to Account 909.	Legitimate and ordinary business expenses associated with AIC's communications.	Educational message on Ameren's support for economic development in Greater St. Louis area	Print ad in magazine
	<b>Misc</b>									
	<b>General</b>									
	<b>Expenses</b>									
30	<b>930.2</b>	<b>\$ 99,479</b>								